



The Orchard Vision: *Inspiring Success*
Values: *Determination, Courage, Respect*

The Orchard Taking, Storing and Using Images of Children Policy 2021

1. Policy Purpose and Scope

- 1.1. This Policy is intended to provide information to pupils and their parents, carers or guardians (referred to in this policy as "parents") about how images of pupils are normally used by The Orchard. It also covers The Orchard's approach to the use of cameras and filming equipment at school events and on school premises by parents and pupils themselves, the media and other schools.
- 1.2. It applies in addition to the school's terms and conditions, and any other information the school may provide about a particular use of pupil images and more general information about use of pupils' personal data.
- 1.3. Parents who accept a place for their child at the school are invited to agree to the school using images of him/her as set out in this policy, by signing a copy of the policy below. We hope parents and pupils will feel able to support the school in using pupil images to celebrate the achievements of pupils, promote the work of the School, and for important administrative purposes such as identification and security.
- 1.4. Any parent or pupil who wishes to limit the use of images of a pupil for whom they are responsible should make it clear on the response form. The school will always respect the wishes of parents/carers/pupils where reasonably possible, and in accordance with this policy.
- 1.5. Certain uses of images are necessary for the ordinary running of the school and its community. The school is entitled lawfully to process such images and take decisions about how to use them, subject to any reasonable objection raised.

2. Use of Pupil Images in School Publications

- 2.1. Unless the relevant pupil or his/her parent has requested otherwise, the school will use images of its pupils to keep the school community updated on the activities of the school, and for marketing and promotional purposes, including:
 - a) on internal displays (including clips of moving images) on digital and conventional notice boards within the school premises;
 - b) on the school's website. Such images would not normally be accompanied by the pupil's full name and would require explicit permission: and

c) in the school's prospectus, and in online, press and other external advertisements for the school. Such external advertising would not normally include pupils' names, except where express permission has been sought.

2.2. The source of these images is predominantly the school's professional photographer for marketing and promotional purposes, or staff/pupils in relation to school events, sports or trips. the school will only use images of pupils in suitable dress.

3. Use of Pupil Images in the Media

3.1. When we are aware that pupil images are likely to be used in the media we will ensure that pupils and parents are informed that this is the case. This will only take place if there is explicit permission.

4. Security of Pupil Images

4.1. Professional photographers and the media are expected to be accompanied at all times by a member of staff when on the school premises.

4.2. The school takes appropriate technical and organisational security measures to ensure that images of pupils held by the school are kept securely, and protected from loss or misuse, and in particular will take reasonable steps to ensure that members of staff only have access to images of pupils held by the school where it is necessary for them to do so.

4.3. All staff are given guidance on the importance of ensuring that images of pupils are made and used responsibly, only for school purposes, and in accordance with the school's policies and the law, using school cameras and not personal cameras.

5. Use of Cameras and Filming Equipment (including mobile phones) by Parents

5.1. Parents may not take photographs or film of their own or others' children taking part in any school events or in any area of the school indoors and outdoors.

6. The school sometimes records plays and concerts professionally (or engages a professional photographer or film company to do so), in which case copies of the DVDs and CDs may be made available to parents for purchase. Parents must sign to agree that these images will not be shared on social media.

Child's name

Class

Parent/carer's signature

Date